



# Как заработать, продавая умные сети. Программы и инициативы для партнеров

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# Other EN Offers and Programs

## Supporting DNA Center Adoption – Journey Map

Outcome:	Bundles	Partner Programs and Partner Incentives	Services
Offers & Programs	<ol style="list-style-type: none"><li>1. <a href="#">DNA Starter Kit</a> (Cat9K, 2800/3800 APs)</li><li>2. <a href="#">DNA Advantage Access Bundles</a> (Cat9k, 2800,3800 Aps)</li><li>3. <a href="#">Rock the Foundation Offer</a> (Cat9K, 2800/3800 APs)</li><li>4. <a href="#">Free DNA Center Appliance Offer</a> (Cat 3K/4K/6K, Aironet, Routing Subscriptions)</li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">EN Account Breakaway</a> (Switching, Routing, Wireless)</li><li>2. <a href="#">Migration Incentive Program</a> (Switching, Routing, Wireless)</li><li>3. <a href="#">EN Dynamic Offers</a> (Catalyst; ISR; ASR; WLC; Aironet)</li><li>4. <a href="#">VIP31</a> (Switching, Routing, Wireless, DNA/C1 Advantage)</li><li>5. <a href="#">VIP Activation Bonus</a> (DNA/C1 Advantage)</li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">Solution support promotional offer</a> (Cat9k, WLC and 3800 APs)</li></ol>

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# Bundles

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer



# Partner DNA Starter Kit Bundles for NFR

1 Enter SKU

2 Select WLC & Appliances

3 Select Access Devices

4 Register for NFR

SDA-W-LABKIT-NFR

DNA Center Appliance +  
ISE Virtual Appliance

2 x C9300 24-Port +  
3yr C1 Advantage  
subscription

Use with NFR for up  
to 80% discount.  
[cisco.com/go/nfr](http://cisco.com/go/nfr)

SDA-WW-LABKIT-NFR

DNA Center Appliance +  
ISE Virtual Appliance +  
WLC3504 Controller

2 x C9300 24-Port +  
2 x AP3802 +  
3yr C1 Advantage  
subscription

Use with NFR for up  
to 80% discount.  
[cisco.com/go/nfr](http://cisco.com/go/nfr)

# Customer DNA Starter Kit Bundles

1 Enter SKU

2 Select WLC & Appliances

3 Select Access Devices

4 Register for SeedIT

25% Savings

SDA-W-LABKIT

DNA Center Appliance +  
ISE Virtual Appliance

2 x C9300 24-Port +  
3yr C1 Advantage  
subscription

Use with SeedIT for up  
to 70% discount.  
[cisco.com/go/seedit](https://cisco.com/go/seedit)

23% Savings

SDA-WW-LABKIT

DNA Center Appliance +  
ISE Virtual Appliance +  
WLC3504 Controller

2 x C9300 24-Port +  
2 x AP3802 +  
3yr C1 Advantage  
subscription

Use with SeedIT for up  
to 70% discount.  
[cisco.com/go/seedit](https://cisco.com/go/seedit)

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# DNA Advantage Access Bundles

1 Select platform

2 Select APs

3 Add DNA

4 Get APs

16% Savings

Catalyst 9300 48-  
port POE/mGig  
Switch

Aironet 2800  
Access Point

5 years of  
C1 or DNA  
Advantage on  
switches & APs

5 Access  
points for  
the price of

2

16% Savings

Catalyst  
9407/9410  
144-port  
Switch

Or:  
Aironet 3800  
Access Point

5 years  
C1 or DNA  
Advantage on  
switches & APs

15 Access  
points for  
the price of

6

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# Rock The Foundation – Upfront Discount Offer

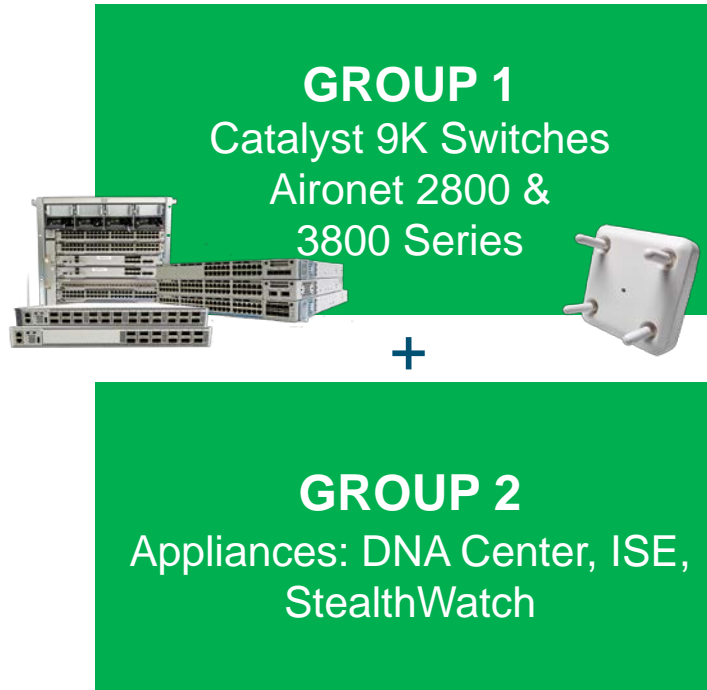
1 Qualify for:

**Account Breakaway  
(AB)**

and / or

**Migration  
Incentive Program  
(MIP)**

2 Order eligible SKUs:



3 Order benefits:

**+5%**  
Incremental  
Discount on  
**Cat 9K и Aironet  
2800 & 3800**

[List of Eligible SKUs](#) - Refer to [Upfront Discount](#) tab for all eligible SKUs

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# Cisco ONE Bundle: Secure WAN Free 4G/LTE Offer

## What to Sell

**Sales Promotion**  
**Valid from Aug 2017 to July 2018**

On Premise

**Cisco ONE Foundation  
with ISR 4K**

- \$0 4G LTE Module Promotion
- Akamai Connect
- 8GB DRAM | 8GB FLASH



**\$1475  
Value!**

- Purchase a Cisco ISR 42xx, 43xx or 44xx series router with Cisco One software and get a free 4G/LTE-A Network Interface Module (NIM)
- ISR 42xx also requires Performance Licensing for the free 4G/LTE-A module.
- Promotion is valid for all worldwide customers for orders placed through July 28, 2018.

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# Free DNA Center Appliance Offer

## Brownfield Offer for Existing Cisco Infrastructure

**BUY**

**\$300,000** *(Promotional FY2018 Offer)*

~~\$500,000~~ in USD List Price

Eligible DNA Advantage or C1 Advantage Subscriptions\*

**GET A FREE**

DNA Center Appliance\*\*



\* Catalyst 3K/4K/6K, Aironet Wireless, Enterprise Routing. Does not include Cat9k.

\*\* Limit one per customer

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Available Globally. Expires end of FY18

[Learn more](#)

Questions? Contact [dna-offers-pm@cisco.com](mailto:dna-offers-pm@cisco.com)

# Free DNA Center Appliance Offer

## How to Order Guide

1. Add “**FREE-DNAC-OFFER**” to BOM in CCW
  - Add DNA Center Appliance DN1-HW-APL-U (required)
    - This PID will have automatic compliance hold in order to verify adherence to the program rules
  - Add desired spare subscriptions terms (3Y/5Y/7Y) for brownfield
  - Validate in CCW
2. Push estimate to **full quote**
  - If threshold of \$300K in eligible subscription SKUs is met, DNA Center Appliance added in #1 above will be discounted by 100%

# Service

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- 2 DNA Advantage Access Bundles
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# EN Solution Support promotion

**15%  
OFF**

## Accelerate Adoption



### **Simplify the selling process!**

Accelerate EN SDA sales and move customers to Solution Support for DNA



## Unlock Value



**15% off 36-month or more Solution Support contract** for a purchase of eligible Catalyst 9000 and 3800 Wireless Access Point and Controllers, thereby roughly achieving **price parity with Smart Net Total Care**

- Available in the Americas, EMEAR and Greater China. Refer partners to our [Incentives and Promotions page](#) for promotion details.
- FOR SELLERS ONLY: The [Cisco Solution Support](#) promotion on Jive
- You may also visit: <http://www.cisco.com/go/incentives>

## Reap Benefits



- Solution-level expertise across all DNA ecosystem hardware and software
- Primary point of contact accountable for resolving issues
- Consultative engagement to accelerate solution deployment and adoption included ([JumpStart Program](#))
- Faster solution-level issue resolution time (43% faster on average than product support alone)

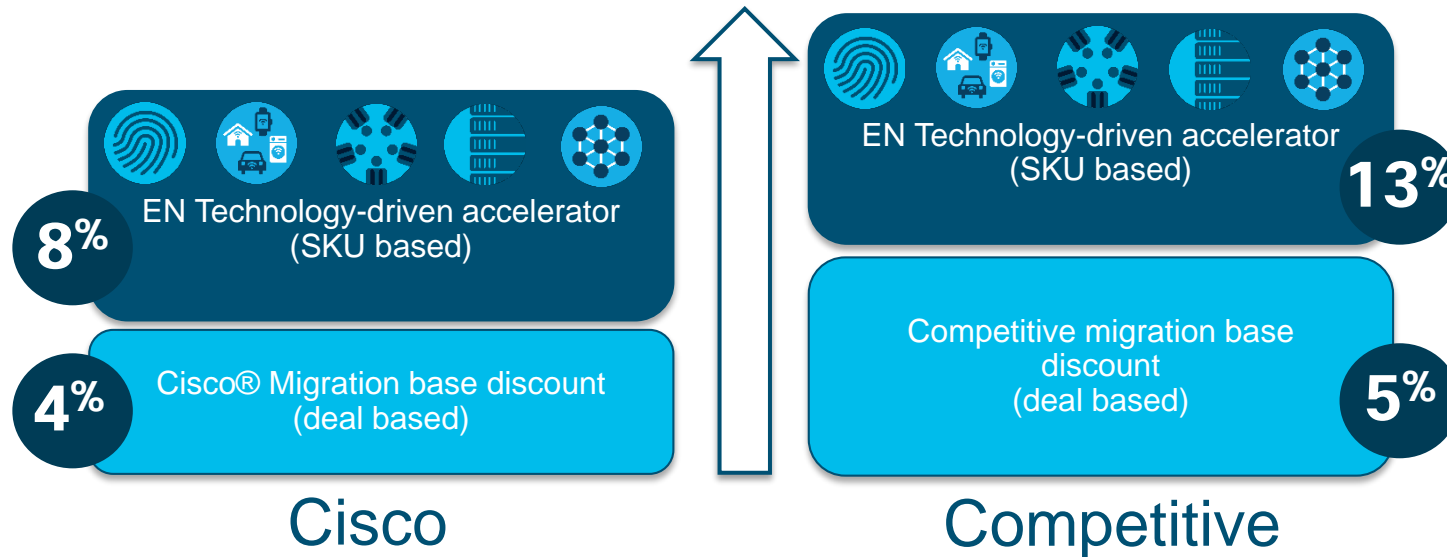
# Partner Programs

- 1 Migration Incentive Program
- 2 Account Breakaway
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# Migration Incentive Program

Help your customers stay ahead of the competition by refreshing their infrastructure, allowing them to get their business into the digital world.

## Discount Framework



EN Accelerators Categories
Cisco Catalyst 9000
Cisco DNA Center Appliance
Cisco One & DNA Advantage SW
Cisco Aironet 3800 Series APs
Select Wireless LAN Controllers
Cisco 4000 Series ISR*
Select ASR 1000 Series Routers*
Select 800 Series Routers*

\*Routing products capped at 8%

[www.cisco.com/go/mip](http://www.cisco.com/go/mip)



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# EN Account Breakaway

## Reigniting Dormant Accounts

Customers that have not purchased in 2 years\*:

Wireless: 802.11ac  
or

Routers: ISR 4K

or

Switches: Catalyst 3K, 4K, 6K, 9K



Get a

# 60%

Discount\*



## \$100K

list min. combined  
eligible SKUs

**6 Month Up-front  
Deal Protection**

**Plus 2% VIP Kicker**



[www.cisco.com/go/ab](http://www.cisco.com/go/ab)

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# Cisco Enterprise Dynamic Offers

Rewarding partners for Cross-Architecture Selling



A dynamic discount model that rewards partners that cross sell select routing, wireless and switching products.

# Enterprise Networks Dynamic Offers

**Group 1**  
Catalyst Switches



**Group 2**  
Aironet APs/WLCs, Mobility  
Express APs



**Group 3**  
Cisco ISR/ASRs



**Optional Group**  
PI/ISE/CMX

Total Deal Size (Eligible SKUs List Price)	Purchase Any 2 of 3 Groups	Purchase All 3 Groups	Add Optional Components
\$25K - \$49K	+4%, Min \$10K/group	+5%, Min \$10K/group	+5%
\$50K - \$99K	+5%, Min \$15K/group	+6%, Min \$15K/group	+5%
\$100K - \$399K	+6%, Min \$25K/group	+7%, Min \$25K/group	+5%
\$400K - \$999K	+7%, Min \$70K/group	+8%, Min \$70K/group	+5%

[www.cisco.com/go/dynamicoffers](http://www.cisco.com/go/dynamicoffers)

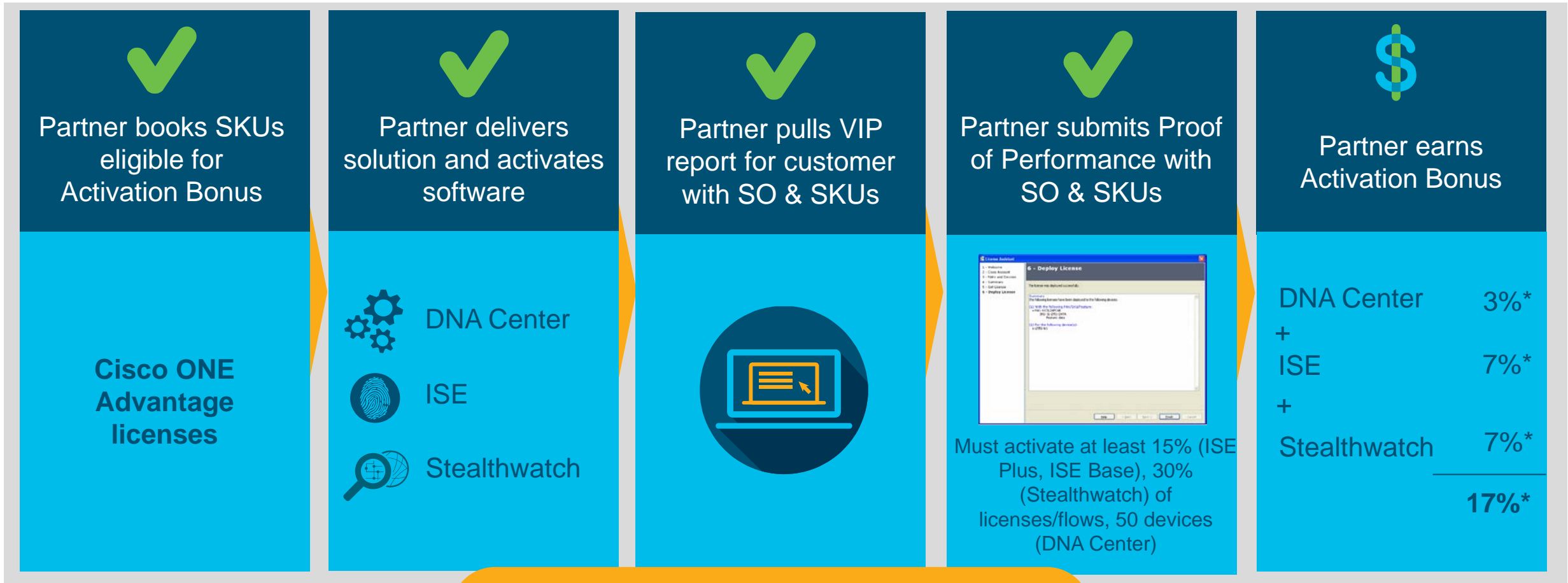
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# VIP Activation Bonus

## Putting it all Together



[www.cisco.com/go/vip](http://www.cisco.com/go/vip)

# Resources

- All FY2018 Featured Offers: [cs.co/enpromotions](https://cs.co/enpromotions)
- Solution Support Promotion
  - [Solution Support](#)
  - [Selling Services for DNA](#)
- Sales Incentives
  - [WW Incentives & SPIFF](#)
  - [SalesConnect Sales Compensation](#)

